

Published based on [The Best 2 Ways to use Social Networking for your Online Marketing Promotion](#)

The Best 2 Ways to use Social Networking for your Online Marketing Promotion



Online marketing promotion can be done very effectively using social networking sites. There are many different networking sites available online and they all have their own unique way for you to reach potential customers.

There is definitely a right and a wrong way to promote your Internet business with social networking. You must behave well when working with these sites. These sites were essentially designed for people to interact with each other. Therefore, use the utmost discretion when promoting your business.

If used in the proper way, social networking sites are an excellent method for [online marketing promotion](#).

Now there are essentially 2 ways to go about doing social marketing. The first is simply social bookmarking. The second method is about getting involved in conversations within one or more top social networking sites and then subtly sliding in your offer from time to time.

With social bookmarking, you simply take a snippet from each of your new blog posts and you place these snippets on several bookmarking sites such as Twitter, Connotea, Faves and many others. You can use software such as Onlywire or Bookmarking Demon to automate most of this process for you. Bookmarking helps to speed up the indexing of your blog post as well as providing a few backlinks to that post.

If you choose to get involved in social networking in a major way, then you are going to need to select a small number of top sites and get actively involved in the conversations surrounding your niche. Every now and then, you can slide in a subtle offer. Once you have a large friend following and are well known, this method can work very well but it does require quite a bit of work. Twitter works particularly well with this method but other social media sites work good also.

These are 2 proven strategies for doing **online marketing promotion** using social networking sites.

You can also find this article published on [The Best 2 Ways to use Social Networking for your Online Marketing Promotion](#), and on the tag pages [online marketing](#), [online marketing promotion](#), [social bookmarking](#), [social networking](#), [social networking sites](#).